

Mark Hoffman
The Ivy Network Corp.
242 - A Yale Station
New Haven, Conn. 06520

Date 6/30/72

SEND
VIA

Subject IVY NETWORK
"Liquor"

MESSAGE

Dear Mark: Haven't had a nibble on the Ivy Network, since I offered the Mets Baseball games on WPRB-FM. However, on most of the clients I thought feasible, such as Joe Vamonde, who handles Tijuana Smalls, of General Cigar, the station had offered the package. Just recently, agency in Philadelphia has requested material on the Network, and have sent.

Ted Bates Co. also inquired about the Network, specifically as to whether they could carry liquor commercials. I pointed out that you do follow the NARTB code, however I promised to double check with the powers that be. Can you advise?

Regards,
Bank Franklin

Mark never commented or answered

Some

RETURN
TO

RADIO TIME SALES

22 East 42nd St.
NYC 10017

- ☒ NEW YORK
- ☐ CHICAGO
- ☐ SAN FRANCISCO
- ☐ LOS ANGELES
- ☐

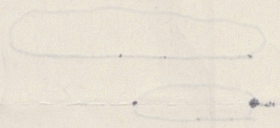
Date

Return White to Sender • Keep Pink • Fold in Center
Return Address Fits Standard #10 Window Envelope

FORM RM-107

682-4500
SENDER: KEEP THIS COPY — SEND WHITE & PINK WITH CARBONS INTACT

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JAN 10 1964



Handwritten notes in the right margin, including the word "Biology" and other illegible scribbles.